

# MIDDLETOWN

## CONNECTICUT



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For information call:  
**1-855-MH-DOCS1 (1-855-643-6271)**  
Or visit:  
[www.middlesexhospital.org](http://www.middlesexhospital.org)



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# MIDDLETOWN

City Hall • 245 deKoven Drive, Middletown, CT 06457 • (860) 344-3401 • [www.MiddletownCT.gov](http://www.MiddletownCT.gov)

## CONNECTICUT



### Welcome to our town... Middletown!

Wherever I go, people tell me about what a great time they had on a recent visit to Middletown. It's rewarding to hear their stories and know how well Middletown is regarded.

Inside this brochure, you will see why business people chose a Middletown location and how that decision improved their business.

Your business could be more profitable with a Middletown location. Middletown is drawing a lot of customers to our restaurants. These diners could become customers for your business.

Let's discuss how your business can become stronger in Middletown.

**Daniel T. Drew**

Mayor

[mayor@MiddletownCT.gov](mailto:mayor@MiddletownCT.gov)



If you want to get ahead, you need to have a strong advocate in your corner.

The Middlesex County Chamber of Commerce can connect you with the right people and make sure your business is on target.

Our collective membership of over 2,350 firms with 50,000 employees is the size of a city. Chamber membership offers access to this huge pool of new prospects.

Call me and I will show you how our team can bring you success.

**Larry McHugh**

President

[lmchugh@middlesechamber.com](mailto:lmchugh@middlesechamber.com)

*"The Sun Always Shines in Middlesex County"*



## Teamwork

The successful growth of Middletown's economy is built upon the unique relationship of the City Government, Chamber of Commerce, and the Downtown Business District. Combine this with the vitality and creativity of our business community and you have a recipe for success.

City Government has a coordinated business development strategy. It makes the most of its partnerships with area organizations, such as the Chamber of Commerce and we thoroughly utilize all state and federal resources to offer businesses every advantage. Our thriving Main Street is a testament to this holistic approach.

Your business has a better chance of success when you locate in a successful city. Your business, employees and customers will benefit when your business is in Middletown.

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# Why Successful Businesses Choose Middletown

## With Success Comes Recognition...

“Downtown Middletown is bustling. It is a successful office/retail destination. And as such, it’s a pathfinder for every Connecticut municipality revitalization plan, community task force, business district redevelopment...”

*Brad Kane, Hartford Business Journal, August 2011*



Photos courtesy of gener8or communications



### gener8or communications

A multiple Emmy-winning media communications company relocated to downtown Middletown to feel more connected to the community, where dining and lodging for actors & clients is readily available. The vibrant and dynamic spirit of Middletown’s business community is a strong factor in gener8or/ Moving Pictures’ continued success.

*Steve Lovelace, President  
movingpix.com / gener8or.com*

**Asterisk Financial, Inc. (Asterisk)**, an insurance service provider, developed the Personal Guarantee Insurance policy insurance designed to offer relief from the emotional and financial hardship that can result from signing a personal guarantee.



“Picking Middletown as the company’s headquarters was easy. Our business requires a blend of commercial bankers and insurance talent. Being located in Middletown gives us the

ability to attract the best intellectual capital from both disciplines from across the state.”

*Mark Ricciardelli, CEO / personalguarantee.com*



Photo courtesy of EG Salon & Spa

### EG Salon & Spa

“As we launched EG Salon two years ago, we focused on a strategy that emphasized creative energy, so Downtown’s vitality provided the right location and the right environment for our success. We see business much like beauty – as a process – so we celebrate the stunning benefits of our decision to join in Middletown’s evolution: We tripled our business in just the two years since opening our doors and have grown into a powerhouse of beauty care.”

*Ellie Gagnon and Georgi Marino, Co-Founders of  
EG Salon & Spa. / egssalon.org*



### Most romantic Main Street in the nation!

*The National Trust for Historic Preservation selected Middletown, CT as one of five “Most Romantic Main Streets” in the nation: Middletown’s allure includes an artful*

Main Street brimming with elegant restaurants, an award-winning local chocolatier in Tschudin Chocolates and the romantic Inn at Middletown.

## A Powerful Regional Market

Over \$2 billion was spent in 2010 on retail goods by households within a 15-minute drive of Main Street, Middletown. In 2010, more than 22% of households within the same radius earned an annual income of \$50-\$75,000, and almost 15% earned between \$100,000 and \$150,000. The average household income in this area was more than \$75,000.

Middletown is home to a highly educated employment pool. More than 18% of the population within a 15-minute drive of Main Street, Middletown, has earned a bachelor’s degree. More than 12% has earned a graduate or professional degree. 63% of the 2010 population within a 15-minute drive is composed of white-collar workers.

*(Source: ESRI Market Profile & Forecasts)*





Pratt & Whitney

Photo courtesy of Pratt & Whitney

## Industry

### From Aerospace to Office Space

Three top names in the aerospace industry – **Pratt & Whitney Aircraft (Fortune 100)**, **Aerospace Techniques** and **Kaman Aerospace Corporation** – are located in Middletown.

With its strategic location and highly educated workforce, Middletown is well positioned for aerospace and other high tech industry.



Millennium Business Park

Photo courtesy of MBP



Centerpoint Connecticut

Photo courtesy of CC

### Development Sites

Millennium Business Park, Middletown Commerce Park, Centerpoint Connecticut and 1000 Middle Street offer sites with up to 250-acres of land with direct access to I-91 and utilities already in place.

Downtown Middletown is also a convenient place to accommodate a small office. For offices located above retail space on Main and surrounding streets, there is easy access to parking and the obvious advantage of having shopping, dining and other services just a quick walk away.

## Why We Moved to Middletown's I-91 Trade Zone

### Norpaco Gourmet Foods

"Norpaco contemplated a new location for two years. After an extensive search, we chose Middletown for a number of reasons: the close proximity to major highways, the wide variety of restaurants and stores nearby, and the beauty of the property. Most importantly, we were impressed with the reception from town hall, which made our decision an easy one. Middletown provided a 'business friendly' environment for companies like Norpaco."

*Stephen C. Stachelek, CFO  
Norpaco Gourmet Foods*

Many cities say they are business friendly, but Middletown leaders have worked hard over the years to make this true. The City of Middletown and the Middlesex County Chamber of Commerce work together to build a prosperous business community.

#### **This partnership has created many advantages for business including:**

- A thriving Central Business District
- A family-friendly downtown
- First-class meeting space for business

- Great food! Over 100 restaurants, specialty food stores and coffee shops
- A dedicated Downtown Business District management team for 10 years+
- Ongoing communication: monthly meetings of business and city government where anyone can join the discussion
- Small business counseling
- A customer-service focused government
- Proactive economic development, where government officials give honest advice





Choosing a business location is an important decision.  
The right location is a place where your customers expect to find your business.

## Middletown Is That Place

### Need Help Getting Started?

The City of Middletown has a team of planning, environmental and development specialists ready to work with businesses and developers to expedite your business plans, employment needs and site development approval. Please contact us to get your project on the right track.

We are experienced at finding creative ways to bring Brownfields properties back to productive use by offering:

- 10% Green Tax & Business Incentive Program for LEED certified commercial buildings.
- Technical assistance for sustainable business initiatives.
- Creative Brownfields development opportunities.

Planning, Conservation & Development  
860-344-3426  
[www.middletownplanning.com](http://www.middletownplanning.com)  
[econdev@MiddletownCT.gov](mailto:econdev@MiddletownCT.gov)

### Business Incentives

- Tax and Business Incentive Program
- REINVEST Loan Program
- JOBS Loan Program
- Middletown's Enterprise Zone Program
- Middletown Small Business Start Up and Expansion Grants
- Middlesex County Revitalization Revolving Loan Fund
- Community Economic Development Fund
- Small Business Express Program
- Enterprise Zone Program
- Urban Jobs Program

City of Middletown  
Planning, Conservations & Development  
[www.middletownplanning.com](http://www.middletownplanning.com)

State of Connecticut Department of Economic  
and Community Development  
[www.ct.gov/edc](http://www.ct.gov/edc)

## A Dynamic Business Climate

Commercial real estate costs are well under what businesses would expect to pay in Hartford or New Haven.

Average Asking Rent	Office	Middletown \$16.00	Hartford \$20.31	New Haven \$19.58
	Industrial	\$4.50	\$4.80	\$ 5.63

Source: CB Richard Ellis

Compared to New Haven and West Hartford, Middletown has a large population of high income households. And Middletown is located right between these two metro areas. Downtown **Middletown garners over 61% of retail sales from visitors to the area.** It is clearly a regional market that attracts consumers from outside its borders.

### Market Comparisons-within 15 minute drive time

Downtowns	Middletown	New Haven	West Hartford
Population	213,410	371,747	471,046
Median HH Income	\$63,870	\$56,180	\$54,151
Median Home Value	\$222,375	\$232,110	\$203,275

Source: ESRI Business Analysts Online



## Need A Test Drive?

If you're thinking of opening a business in Middletown, come for a test drive. Stay over at the Inn, dine in our restaurants, shop our shops and meet our people (*your future customers and employees*).

### Why Hold Your Next Event In Middletown?

Middletown offers a wide variety of settings for meetings, corporate events and celebrations—with plenty of fine food service in place. Choose a location for your event from a number of fine restaurants, the Wadsworth Mansion at Long Hill, the Inn at Middletown (a boutique 4 star hotel), Wesleyan University or on the water with Lady Katherine Cruises.

### Entertainment/Activities

Whether your pleasure is dancing, roller skating or yoga, Middletown can entertain you. Downtown offers a multiplex movie theater, numerous bars and nightclubs, and an awesome bicycle shop. Experience visual and performing arts at Wesleyan University, Oddfellows Playhouse Youth Theater and the Green Street Arts Center of Wesleyan University. History buffs will find genealogical resources at the Russell and Godfrey Libraries and the Middlesex Historical Society.



### More than Main Street...

A great university and an award winning hospital make a better city for you, your employees and their families.

At Wesleyan we don't think of education as a "product," something you use just to get a job. We believe education is a versatile and growing "platform" for shaping your life's important features: one that allows you to solve problems and seize opportunities.

Michael S. Roth  
President, Wesleyan University

### Middletown Meeting & Event Space Map



<http://g.co/maps/x49ph>

Middletown is home to the prestigious Wesleyan University and Middlesex Community College, Vinal Technical High School, Xavier and Mercy High Schools and the new Middletown High School.



Wesleyan University

Photo courtesy of Wesleyan University





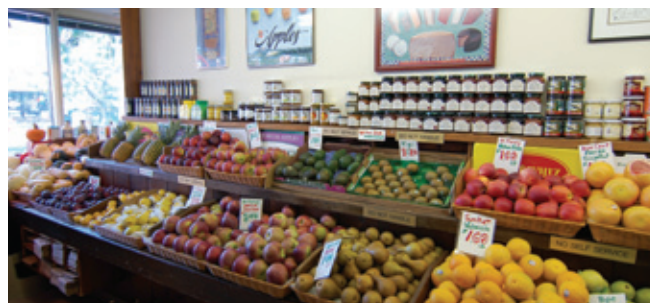


## Retail Opportunities

**Your customers are here dining in our restaurants, enjoying the historic atmosphere, catching a movie and ready to shop in your store!**

Middletown is a dining, entertainment and meeting destination with over 100 different restaurants, cafes and specialty food shops. People travel to Middletown from all over the state to savor cuisines from around the world.

Middletown's dining scene reflects the national consumer trend of dining out, food television shows, celebrity chefs and gourmet kitchens. If you are looking for new customers, take a close look at what is happening in Middletown.





## Facts about the Downtown Middletown Retail Market:

"What's great about Middletown is its diversity in restaurants." Amy Ellis, *Hartford Courant*, January 2011.

Middletown is a top choice among Connecticut diners and featured in local and national media.

**Food Network:** Diners, Drive-Ins & Dives featured O'Rourke's Diner.

**CPTV Eating Connecticut** featured 10 Middletown restaurants.

**Retail Draw:** 30% of Downtown Middletown retail sales come from consumers traveling to Middletown.\*

**Pull Factor:** Downtown has a 1.43 retail pull factor - truly a regional draw in Middlesex County.\*

**High Discretionary Incomes:** Local consumers (15minute drive) spend \$324MM dining out and \$2.3BB on retail goods.\*\*

**A Middletown location can give your store access to these consumers.**

\* *Middletown Market Feasibility Assessment*, Milone & MacBroom 2012.

\*\* *ESRI Business Analyst Online*

### Middletown Restaurant Map



<http://g.co/maps/ub6wy>

### Middletown Parking Map



<http://g.co/maps/vjxcg>



**MEZZO GRILLE**

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860.346.6000

**Experience a world class Chop House with an American Fusion influence—East Coast Meets West Coast.**

Mezzo has been designed to deliver a unique hospitality experience, enjoying the inside trendy metro style eatery, or sip a cocktail at the fashionable Martini Bar. Relax in the sun or shade on the multi-level outdoor Patio and Tiki Bar with live entertainment Spring through Fall.

*Join your friends at Mezzo's nightclub upstairs on weekends!*



Open Tue - Thu 11:30 AM - 1:00 AM • Fri 11:30 AM - 2:00 AM • Sat 2:00 PM - 2:00 AM  
Open Sundays 2:00 PM May - October • Closed Mondays  
Private Dining Room for 70 people - Fully Catered



**Middletown Power** is proud to be producing energy in Connecticut for over 50 years.



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[nrgenergy.com](http://nrgenergy.com)





## Business Development

### Middlesex County Chamber of Commerce

*Creating a business environment where the 'sun always shines in Middlesex County'*

The Middlesex Chamber, the largest free-standing chamber of commerce in Connecticut, represents over 2,350 member organizations that employ over 50,000 people.

The Chamber has been honored with the Governor's Laurel Award for Responsible Social Involvement, President's White House Citation for Private Sector Initiatives, U.S.

Department of Labor LIFT America Award, Connecticut Small Business Advocate Award, and the Vision 2000 Excellence Award NAACP Business Award.

The Middlesex Chamber reflects the culture of its president, Larry McHugh, advocating for business members and addressing the issues that face leaders and employees in both large industries as well as those of small business.



The Chamber recruits new development by reaching out to business and real estate developers.

The Chamber fosters an ongoing dialogue of all stakeholders in the business community as a tool to create and maintain economic success in Middletown. The Chamber holds local monthly meetings to keep communications open between the member businesses and government officials. Monthly Chamber breakfast meetings draw up to 900 Chamber members.

Chamber meetings offer business leaders a unique opportunity to network and meet new customers. Members can participate in 45 separate divisions and councils that meet to address specific questions and concerns.

The Chamber runs three annual events that bring thousands of visitors to downtown Middletown: Cruise Night on Main in June, Middletown Motorcycle Mania in July and Holiday on Main Street in December.







### Location, Location, Location

Situated halfway between Hartford and New Haven, Middletown is located at the intersection of Routes 9, 66 and 17. The Route 66 Arrigoni Bridge transportation hub is one of the few crossing points on the Connecticut River. Thousands of travelers pass through Middletown every day.

Downtown Middletown is a destination for families, Wesleyan students, and visitors from across the state to shop, eat, and socialize. Middletown is a regional marketplace where consumers come for healthcare, financial, and professional services. Middletown is an ideal location.

#### Distance to nearby cities:

Hartford, CT - 15 Miles  
Providence, RI - 95 Miles  
New York City - 100 Miles  
Boston, MA - 115 Miles

Middlesex County  
Chamber of Commerce



[www.middlesexchamber.com](http://www.middlesexchamber.com)





INN AT  
MIDDLETOWN





## Resources for Business & Growth

### Middletown Small Business Development Center

The Center provides free, professional, individual counseling on all functional areas of business management to existing and prospective Middletown business owners.

The Center- a partnership between the City of Middletown and the Middlesex County Chamber of Commerce- is focused on making your business successful.

*Middletown Small Business Development Center  
(860) 347-6924  
[www.middlesexchamber.com/economic-development](http://www.middlesexchamber.com/economic-development)*

### Downtown Business District

Considering opening your business in Downtown Middletown? Please contact the Downtown Director to find the right location to connect with our marketplace full of new customers. We support local business with an aggressive package of marketing, media outreach and an exciting calendar of community events. The District works to make downtown a more interesting place to visit, live and do business.

*[www.downtownmiddletown.com](http://www.downtownmiddletown.com)  
(860) 347-1424  
[info@middletowndowntown.com](mailto:info@middletowndowntown.com)*

### Downtown Business District



[www.downtownmiddletown.com](http://www.downtownmiddletown.com)

### Middlesex County Revitalization Commission

The Commission focuses on regional economic development issues and revitalization of manufacturing and commercial districts of Middlesex County. A Revolving Loan Fund is available to encourage business and job growth.

*860-347-6924  
[www.middlesexchamber.com/economic-development](http://www.middlesexchamber.com/economic-development)*

### Side Street to Main Street Business & Leadership Development Program:

The one year long entrepreneurial and business development course, funded by Aetna, Inc., is designed to assist minority small business owners, who have not had formal business training, to become more successful by developing the attitudes, skills and qualities necessary for effective business ownership and success.



From my point of view, there's no better choice than One MacDonough Place.

Doesn't it make sense to choose an assisted living residence that not only offers all the amenities you are looking for, but also is a part of a premier health system?

One MacDonough Place is just across the street from Middlesex Hospital, one of the

top-rated hospitals in Connecticut for quality of care. This, along with our private grounds, great activities, delicious meal options and a friendly, caring staff and you can see why One MacDonough Place is the ideal choice for your assisted living needs.



**One MacDonough Place**

*Assisted living the way it should be.™*

MIDDLETOWN, CONNECTICUT 06457  
For more information please call **860-358-5802**

AN AFFILIATE OF AND JUST ACROSS FROM MIDDLESEX HOSPITAL









## The Medical Industry

Middlesex Hospital is the center of the ever-growing Middletown healthcare industry. Middletown is experiencing a boom in medical office construction. The most recent addition is a brand new, three-story, 48,000sf building to house healthcare provider Community Health Center, Inc. Located in the North End of Main Street, this facility helps continue the North End's revitalization. Construction will employ 150 people and CHC will add 21 permanent full-time positions when the building is completed.

**The Saybrook Road Medical Corridor connects Middlesex Hospital with the Middlesex Hospital Outpatient Center. Expanding practices include: Orthopedic Associates of Middletown, PRO Physical Therapy, Middlesex Center for Advanced Orthopedic Surgery. The Med-Corridor continues to grow with more new medical offices under construction.**

### Middlesex Hospital

Middletown is home to Middlesex Hospital, named a 100 Top Hospital® by Thomson Reuters a total of four times. Middlesex is the only acute care hospital in Middlesex County and is the natural first choice for healthcare for over 200,000 residents in the area. For more than 100 years, Middlesex Hospital has been committed to providing high-quality, patient-centered care to the residents of Middletown and its surrounding communities.



da Vinci® Surgical System at the Hospital in 2011, and to practice in the Hospital's Center for Advanced Surgery.

Middlesex Hospital has also continued to respond to the increasing healthcare needs of its communities by expanding its facilities and equipment, including an award-winning, comprehensive Cancer Center, the modern

and spacious Whelen Emergency Department, a new Critical Care Unit that offers the latest in patient care technology, and a completely updated surgical services area and operating suite. Overall, Middlesex Hospital operates more than 30 inpatient, outpatient, primary care and emergency facilities throughout greater Middlesex County, that also include freestanding Emergency Departments in Essex and Marlborough and an assisted living community, One MacDonough Place, in Middletown.

*For more information on Middlesex Hospital, go to [www.middlesexhospital.org](http://www.middlesexhospital.org).*

Middlesex Hospital has been successful in attracting highly skilled physicians to the area in a variety of specialties. The Hospital boasts a nationally recognized Family Practice Residency Program that draws physicians from across the United States and beyond. Many of these physicians have decided to establish their private practices in the local area, after completing the residency program. In addition, the Hospital's primary care network, MHPC, covers the healthcare needs of the entire county, with practices conveniently located in the Middletown and shoreline areas. Many top-notch surgeons have been drawn to Middlesex Hospital as well, with the acquisition of the





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and close to your home*

With Water's Edge so close to home, those in need of long-term, 24-hour skilled nursing care or short-term, rehabilitative care can enjoy peace of mind. Our Community is also proud to offer a state-of-the-art, secured Alzheimer's/Dementia Unit.

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Call us to schedule a tour or to pre-book your post-operational orthopedic stay!



**Water's Edge**

Center for Health & Rehabilitation

111 Church Street, Middletown, CT 06457

860 347-7286 | F. 860 346-5589 | www.watersedgerehab.com



## Global Design & Publishing, LLC

offers graphic design & publishing services to businesses, business organizations, chambers, municipalities-large and small, hospitals, private schools, and foundations throughout New England. We work together with our clients to create fresh marketing material from concept to completion.

Global Design & Publishing, LLC provides the services you need to produce publications and print media that will **INFORM**, **IMPACT** and **IMPRESS** your customers!

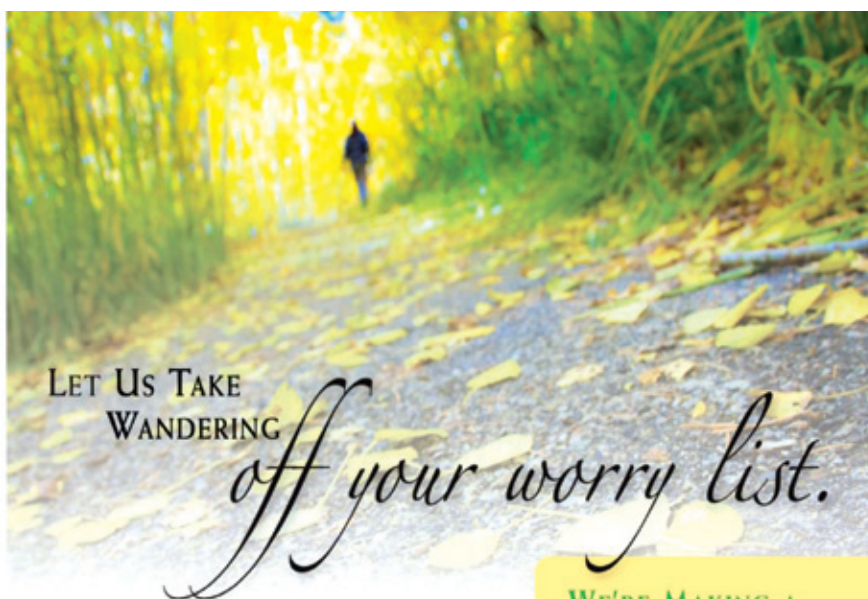
Contact us to  
advertise in the next  
Middletown Guide.

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LET US TAKE  
WANDERING

*off your worry list.*

If someone you love is living with Alzheimer's or dementia, you're worried about safety 24 hours a day. People who wander can't ask for help, and we know it's not easy for you to ask for help, either. Benchmark Senior Living is here for you.

## HERE ARE SOME WAYS TO HELP PREVENT WANDERING:

- Paint over doors, hang posters on them, or try to conceal them in another way
- Place chimes on doors to hear when they're opened
- Let local authorities know you have a loved one who may wander
- Consider monitoring services that use bracelets to track locations

**Call us anytime for advice, support,  
or a personal tour.**

## WE'RE MAKING A WORLD OF DIFFERENCE IN MEMORY CARE.

From wandering, to nutrition, to what's next, our Harbor Program can help. The Harbor Program is a neighborhood designed for more successful days. With Dining with Dignity, personalized activities, a safe, secure, warm setting, and an expert team, we help people with memory loss lead more fulfilling lives.

## THE VILLAGE AT SOUTH FARMS

DIRECTOR OF COMMUNITY RELATIONS

645 SAYBROOK ROAD

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860-346-6225 FAX



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**Our 80 lb machine can hold  
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Real Estate LLC**  
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**Caffery's  
Dance &  
Gymnastics**

# Metro Square

Middletown







# Powerful Market

The phenomenal growth of the Middletown dining and entertainment scene is creating a **serious buzz** among consumers with strong discretionary incomes.

A Middletown location can put your business in the middle of a **\$2.3BB consumer market**. Contact us to find out how your business can capitalize on this powerful market.

Planning, Conservation & Development: [www.middletownplanning.com](http://www.middletownplanning.com)  
 Middlesex County Chamber of Commerce: [www.middlesexchamber.com](http://www.middlesexchamber.com)  
 Downtown Business District: [www.downtownmiddletown.com](http://www.downtownmiddletown.com)



Middletown is ready to help your business succeed.